



City College News

June-July 1984

Community Services offers part-time diplomas

The Community Services Division will offer students the option of taking any of its post-secondary programs on a part-time basis this September for the first time.

Students can choose to get a diploma in one of the Division's five programs by studying full-time for two years or part-time for three or four years.

Chairman Jeff Vile said the Division decided to offer the part-time option for both philosophical and pragmatic reasons.

Philosophically, the Division wants to make the education it offers as accessible as possible.

Offering only full-time programs would introduce new graduates into the social service field while preventing those people already working from getting diplomas, he said.

On the pragmatic side, Vile argues that "a student is a student" and as a service industry the College has to accommodate itself to its market.

"Flexible programming is the way to go," he said.

The Division's part-time programs attract older, more mature and more motivated students, including many already working in the social service field, Vile said.

Part-time students complete the same requirements as their full-time counterparts, usually taking four classes one day a week.

One of the beneficiaries of the Division's program policy is Marion Yates, 36, who will graduate this summer with a diploma from the Addiction Counsellor program after three years of part-time study.

Yates took care of her two children and worked part-time as a nurse while studying at George Brown.

"I don't think I would have been able to take it on a full-time basis," she said.

"It really was a great opportunity to get into counselling," she says of her part-time program.



Graphic Design instructor Hector Greville (left) poses with Charles Lapointe, federal Minister of Supply and Services, and Marc Blais, partially dressed in a costume of 15th century France, around a blow up of Greville's design for the reverse of the new dollar coin.

Graphic instructor has designs on dollar

You can swap Hector Greville's latest work of art for a cup of coffee and a doughnut.

Or you can put the Graphic Design instructor's masterpiece in the bank and earn interest on it.

Greville, 59, has designed the 1984 dollar coin commemorating the landing of Jacques Cartier at Quebec 450 years ago.

Nine million copies of the nickel coin will be produced by the Royal Canadian Mint and distributed at banks starting this month.

Greville's design earned him \$5,000 and the prestige of joining a select group of artists whose work is carried daily in millions of pockets and purses.

"I'm really proud to be the designer of a coin," he says.

The coin depicts the French explorer, flanked by armoured soldiers wading ashore to Quebec in front of a cross bearing the Fleurs de Lys, while his ship

bobs in the St. Lawrence in the background.

To design the coin, which was engraved from an original eight-inch drawing, Greville studied coin design and researched the history and costume of the period.

Greville may have learned some coin designing tricks from Emmanuel Hahn, one of his teachers at the Ontario College of Art, who designed the voyageur dollar, moosehead quarter and Bluenose dime.

After leaving OCA in 1948, Greville studied at schools in New York and England before returning to work as an art director with several commercial art studios in Toronto.

Greville taught Commercial Art for the Toronto Board of Education, and founded the Graphic Design program at George Brown shortly after the College was established in 1968.

G.B. COMMENTS BY DOUG LIGHT



Hundreds of certificates and diplomas on my desk to sign — so I know it is the end of another academic year!

1983/1984 has been a good year for George Brown not just because we finished in the black or avoided lay-offs, or increased significantly in enrolment but, rather, that we continued our advance towards our goal of excellence.

My annual review of the departments and divisions confirms this observation in that there has been a more or less universal improvement in efficiency and effectiveness.

Our graduates departed from the College into an improving economy.

Generally, our placement statistics reflected this positive milieu, with the major exception of our technical programs.

The recent strengthening of the Ontario manufacturing base may alleviate this latter condition in the near future.

Our placement record and the positive image of the College obviously were important factors in our continued growth in post-secondary enrolment.

The College continued on its diversification path this year - the acquisition of varying computer hardware, the introduction of the Technical Upgrading Program, the expansion of contract education, the preliminary design of a new hospitality facility, and the introduction of a Continuing Education and Marketing Division.

The George Brown College Foundation was created a few months ago; this organization will serve as a fund-raising source for the College.

Our staff development activities permitted many individuals to acquire new knowledge and skills for the information age.

Now it is the time for many of us to unwind and relax. Please enjoy a well-deserved vacation — I look forward to seeing you in September.

Wong keeps up with career changes

A small stack of file cards on Claudia Wong's desk could affect the lives of hundreds of Toronto high school students.

Written on each card, explains the George Brown Placement Officer, is the title and description of a new type of job.

These jobs — usually results of technological change — are so new that most high school students don't know about them, and can't prepare to enter these fields, Wong says.

Their school guidance counsellors probably won't be able to help either.

Wong, who has worked at the Career Information and Placement Centre on Danforth Avenue for the last three years, gleaned the descriptions of the new jobs from the dozens of newspapers and periodicals she reads every week.

It's Wong's job at the Centre to build a library of career information, keep track of developments in the employment and placement fields, and pass on new information to secondary school guidance counsellors of the Toronto Board of Education through a monthly newsletter.

Most guidance counsellors don't have the time or budget to keep fully informed, she says.

"There is a wealth of information available; the problem is sifting it and making it available."

Wong will devote one of this summer's issues of her newsletter to the new job descriptions.

But the career library and employment bulletins — both new departures for the Toronto Board — are only part of the Career Centre's work.

The Centre was started in 1981 as a co-operative pilot project between George Brown and the Board to help cope with burgeoning youth unemployment.

Its career counselling and placement services were beefed up last year with additional funding from the City of Toronto, federal and provincial governments.

In 1983, Centre counsellors helped 750 people get jobs, sent twice that number on job interviews, and placed 1,000 people in businesses across the city for week-long work experience visits.

A more long-term solution to youth unemployment, says Wong, may lie in bridging the ever-widening information gap on employment trends and job market changes for both students and counsellors.



Photo: Neil McGilchrist

Placement Officer Claudia Wong has been working at the Career Information and Placement Centre on Danforth Avenue for the past three years.

High school students, encouraged by counsellors, need to start planning for their working lives sooner so they will be academically prepared when they graduate, she says.

To do that, they need up-to-date and specific information on the changing demands of business and industry.

Too many students are now doing long-term damage to their chances for both employment and advanced training by wantonly dropping certain subjects, she says.

1,000 graduate

Almost 1,000 students will graduate from George Brown post-secondary programs in ceremonies at Convocation Hall at the University of Toronto on June 22 and 23.

On June 22 at 8 p.m., graduates from St. James and Nightingale Campuses will be addressed by Gordon White, Vice-President of Sales for Rothman's of Pall Mall, the manufacturer of tobacco products.

Graduates from Casa Loma and Kensington Campuses will be awarded diplomas at 10 a.m. on June 23 and will hear an address from Benson Wilson, Chairman of the Ontario Manpower Commission.

College retirements: 'Imagine lying in your bed 'til after half-past-eight'

"Retirement is wonderful, retirement is great, imagine lying in your bed 'til after half-past-eight."

This verse was penned by Business Instructor Edith Street to celebrate the retirement of a colleague many years ago. Now Edith herself is leaving the College, along with several other long-time employees. *City College News* takes a look at their careers.

Dennis Bishop joined George Brown's forerunner, the Provincial Institute of Trades (P.I.T.), in 1966 as a mathematics teacher after working as a meteorologist and metal engineer. He was Chairman of Mathematics and English at Kensington between 1975 and 1978, and most recently served as a consultant with the Industrial Training Division.

Willy Brand crowned a career in hospitality that began in Europe after the Second World War with 13 years of teaching at George Brown starting in 1971. Initially an instructor, Brand served as coordinator of the popular chef training program for many years. In addition to regular teaching duties, Brand attracted interest in the Hospitality Division with many special demonstrations and seminars.

'**Vic** **Brown** is responsible for a big part of the maintenance systems that keep the College running. Brown was made Maintenance Supervisor of the new institution when it was created in 1968, after working for a short time for the P.I.T. As the College grew, he set up maintenance procedures for each campus to ensure they were both clean and safe. Most recently Brown served as College Street Group Leader in the department.

John Lyons started working at George Brown in the Hospitality Division eight years ago, later making the switch to the Business Division and a position as coordinator of the Residential Construction and Property Management programs. Most recently Lyons has worked closely with the Toronto Home Builders' Association to build a scholarship fund for the Construction program. Lyons will con-

tinue to act as a consultant to the College on a part-time basis.

Rod MacDonald began teaching business with the Provincial Institute of Trades in 1966 after leaving the Canadian Armed Forces. "Doctor Rod", as he was nicknamed by his colleagues, moved with the College to the St. James Campus where he taught typing and word processing. Most recently, MacDonald helped write work books for students learning to do advanced word processing on the College's Wang System.

John Muma, Chairman of the Academic Upgrading department, who claims to be 39, starting teaching in a one-room rural school house near his home in Niagara Falls at the tender age of 19. For the last 20 years, Muma has been with George Brown, and its forerunner P.I.T. Muma plans to divide his time between his home in Toronto and family homestead in Niagara Falls, and pursue his many hobbies.

Edith Street joined George Brown as a summer replacement teacher with the Business Division in 1969 and stayed for the next 15 years. Street taught typing, office procedures and dictaphone to thousands of students — most of them in the government-sponsored Commercial Studies program. She also had a big effect on the social life of her Division — organizing parties and skits, and writing poems.

Alec Pound joined P.I.T. on Nassau Street in 1957 after working for many years as a draftsman in engineering and architectural offices. When George Brown was created in 1968 he became Chairman of Architectural Trades and Civil Engineering programs — a position he has held ever since. Now he looks forward to his own construction project in Muskoka. "My fear is having too much to do," he says.

Stanley Szpargala is leaving the caretaking department at St. James after nine years. During his time at the College, Szpargala earned the respect of his colleagues. "He's a good worker," said Caretaking Group leader Andy Acelvari.



Photo: Francis Mat

Among the Toronto Consuls who attended a luncheon at Plumer's Restaurant in May was Business Dean Jack Wilson, (right) who is Honorary Consul for the African nation, Ivory Coast. According to Oswald Murray, Consul-General for Jamaica and Dean of the Toronto Consular Corps, there are 150 career Consuls and 25 Honorary Consuls in the city who gather for monthly lunches. Consuls, who are posted to large cities other than national capitals where embassies are located, represent the interests of their nation and expatriate nationals in their host city, Murray said.

Toronto man is top millwright

An unemployed Toronto man took first place in a competition for apprentice millwrights held at George Brown in mid-June.

Barry Hutchison, representing the Metro Toronto Millwrights District Council, beat seven other apprentices from across Ontario in the two-day contest.

Hutchison displayed his manual expertise at drilling, installing shafts and bearings and optical alignment; and his theoretical knowledge writing a five-hour exam.

George Brown teaching masters Bill Gibson and Alex Bryden were on the panel of judges for the competition.

Last year, George Brown alumni Lorne Lea of Mount Hope won the contest and came third in an international competition held in Las Vegas.

Names in the News

If you look closely at the riders of the Governor-General's Horse Guards, who will be escorting the Queen during her visit in July and also at the Queen's Plate on July 22, you may spot College Personnel Director **Malcolm Sykes**, who has been riding with the unit for six years.

College Vice-president **Jim Turner** recently returned from a three-week fact-finding mission to the central African nation of Zambia. Along with three colleagues from the International Bureau of the Association of Canadian Community Colleges, Turner investigated the country's technical education system — and found it needs help. "The country suffers from a lack of technical expertise," he said. Money is a big problem. "Zambia is a country that is virtually bankrupt . . . schools literally run out of paper." The group will be making recommendations to the Canadian International Development Agency on how it can best help Zambia.

Archivist **John Hardy** is getting the help of three people hired through the Canada Works program this summer to survey the College's records. After sifting through the mountains of paper, Hardy and his assistants will set up a College retention and destruction policy, and recommend the most efficient way for records to be kept.

George Brown's marketing students continue to reap local and now international acclaim. The College's student chapter of the American Marketing Association was named "Chapter of the Year" by the Association at their recent convention in Chicago. At home, a group of our students won second prize in a competition organized by the Sales and Marketing Executives of Toronto, and student **Peggy Tait** has been awarded the first Thomas E. Reid \$400 scholarship for her work in marketing and public relations.

Second Year Electronic Engineering Student **Vito Luceno**, 19, was a member of the Ontario handball team that won the Canadian junior championships recently in Moncton, New Brunswick. The sport, he explains, is a cross between basketball and soccer and is played with six players a side.



Photo: Albert Li

Lloyd Lamoire was prepared for his TV Thrill of a Lifetime by learning to drive a tractor-trailer truck at George Brown's Cherry Street Campus. Lamoire's training at the school and "thrill" — to take part in the Ontario Truck Rodeo in London, Ont. on June 16 — were filmed by CFTO-TV for broadcast on the popular show in 1985. Driving instructor Bob Lariviere put the 54-year-old Regina City Inspector through a three-day crash course. "If I were close by, I would take a course and get a Class "A" licence," said Lamoire, "I've loved trucks all my life."

The Learning Centre, George Brown's student training daycare centre at Kensington Campus, has recently acquired two microcomputers and matching software, says manager **Pam Doyle-Easton**. "We'd like to see the computers become part of the playroom," she said. This year, children from the Centre have been making weekly trips to Harbourfront to use the computers there.

Students of George Brown's Business Division won a word-processing competition organized by the Association of Information Systems Professionals, beating teams from four other Metro community colleges. Winning students were presented with awards at a dinner at the Royal York Hotel.

Fashion Division Chairman **Peter Felder** was named "Man of the Year" for 1984 by the Needle Trade Management Association of Canada. Felder was honoured by the Association at a dinner at the Renaissance Hotel on June 1.

Jack Rath, Manager of George Brown's Ontario Career Action Program (OCAP) office, has been named to the OCAP Hall of Fame. Rath was awarded with a trophy, at the annual OCAP conference at the start of June. Rath has managed the office — the most effective in the province in placing young people in jobs — since 1978. He shares the honour with his staff of seven and Dean **Jim Michie**.

"My staff did a lot of hard work so I could get a trophy," he says.

Architectural Technology Dean **Jack Stirling** has announced the following division of responsibilities: **Ian Irving** is now chairman of construction trades, **Bob Nicholson** is chairman of mechanical design and service programs, and **Ron Waites** is chairman of architectural/engineering programs.

The Personnel Office has told us of the following staff changes:

Gary Carvey has joined the caretaking department at St. James, **Chris Marinis** is now a faculty member with the Business Division, **Gifty Quartey** has joined student services at MacPherson, and **Mark Buckiewicz** has become a member of Electro-Mechanical faculty at St. James.

Leaving the College are **Donald Madole** and **Diane Papaspyrou**, both from MacPherson.

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City College News is a monthly publication of the Continuing Education and Marketing Division of George Brown College, 258 Adelaide St. E., Toronto, M5A 1B1, (416) 967-1212, Ext. 3236. Editor: Bob Struthers, Writer: Neil McCallaway.

City College News will resume its normal monthly publication schedule on August 16. Deadline for submissions for that issue is August 2.